



WBTV

ORDER

Print Date 09/07/12

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Flight Dates **09/18/12-09/27/12**

Contract / Revision **817756 /**

Original Date / Revision
09/06/12 09/07/12

Advertiser **American Crossroads**

New till 11/14/10

Agency **Crossroads Media**

Buying Contact

**66 Canal Center Plaza
Suite 555
Alexandria, VA 22314**

Product

AMERICAN CROSSROADS

Agency Com 15%

Billing Contact

**66 Canal Center Plaza
Suite 555
Alexandria, VA 22314**

Sales Office T-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # **952**

Alt Order # **06306980**

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P 3

Advertiser Ref

Primary Account Executive
Dave Clark

Account Executive	Order%	Start Date	End Date
Dave Clark	100%		

Order Share 35% Market Value 41714

Competing Station	% of Order	Amount
WAXN	2%	834
WBTVn	%	0
WBTVt	%	0
WCCB	11%	4588
WCNC	15%	6257
WHKY	%	0
WJZY	%	0
WMYT	%	0
WNSC	%	0
WSOC	37%	15434
WTVI	%	0
WUNE	%	0
WUNG	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	10	\$12,410.00	\$14,600.00	0.00
Totals	10	\$12,410.00	\$14,600.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/27/12	10	\$12,410.00	\$14,600.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WBTV	09/21/12	09/21/12	America Now America Now	Comm	9a-10a	----1--	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--					1	\$400.00		0.00			
E 2	WBTV	09/24/12	09/24/12	America Now America Now	Comm	9a-10a	1-----	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----					1	\$400.00		0.00			
E 3	WBTV	09/20/12	09/27/12		Comm	9a-10a	---1---	:30	1	\$400.00	P 3	0.00	NM	2	\$800.00

**WBTV**

Print Date: 09/07/12

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Contract / Revision **817756** Flight Dates **09/18/12-09/27/12**Hiatus DatesOriginal Date / Revision 09/06/12/ 09/07/12Order Sep 00:15:00Advertiser **American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **952**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				America Now											
				America Now											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--- 1---					1	\$400.00		0.00			
		Week: 09/24/12	09/30/12	--- 1---					1	\$400.00		0.00			
E 4	WBTV	09/18/12	09/18/12	Tue Hour 3	Comm	10-11p	- 1-----	:30	1	\$5,700.00	P 3	0.00	NM	1	\$5,700.00
				The Mentalist											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- 1-----					1	\$5,700.00		0.00			
E 5	WBTV	09/18/12	09/25/12	America Now	Comm	9a-10a	- 1-----	:30	1	\$400.00	P 3	0.00	NM	2	\$800.00
				America Now											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- 1-----					1	\$400.00		0.00			
		Week: 09/24/12	09/30/12	- 1-----					1	\$400.00		0.00			
E 6	WBTV	09/19/12	09/26/12	America Now	Comm	9a-10a	-- 1----	:30	1	\$400.00	P 3	0.00	NM	2	\$800.00
				America Now											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-- 1----					1	\$400.00		0.00			
		Week: 09/24/12	09/30/12	-- 1----					1	\$400.00		0.00			
E 7	WBTV	09/26/12	09/26/12	Wed Hour 2	Comm	9-10p	-- 1----	:30	1	\$5,700.00	P 3	0.00	NM	1	\$5,700.00
				Criminal Minds											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-- 1----					1	\$5,700.00		0.00			
													Totals	10	\$14,600.00